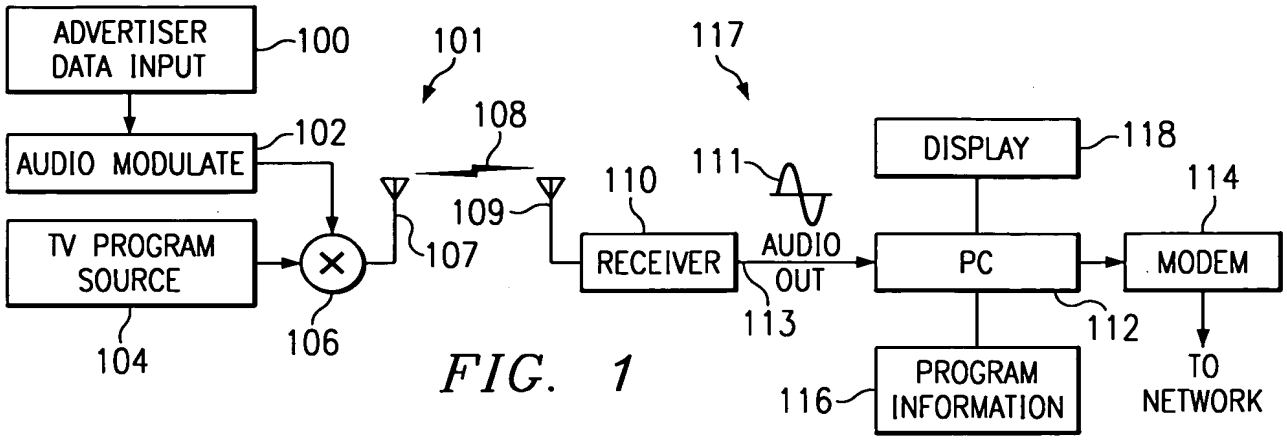


FIG. 1

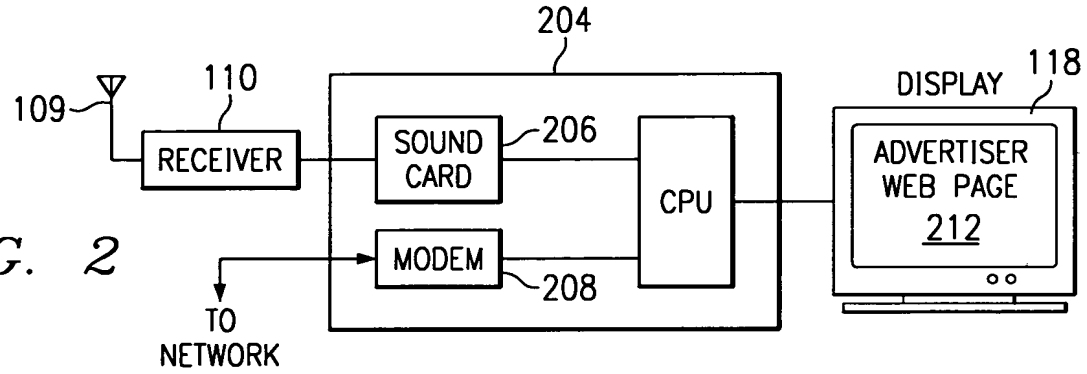


FIG. 2

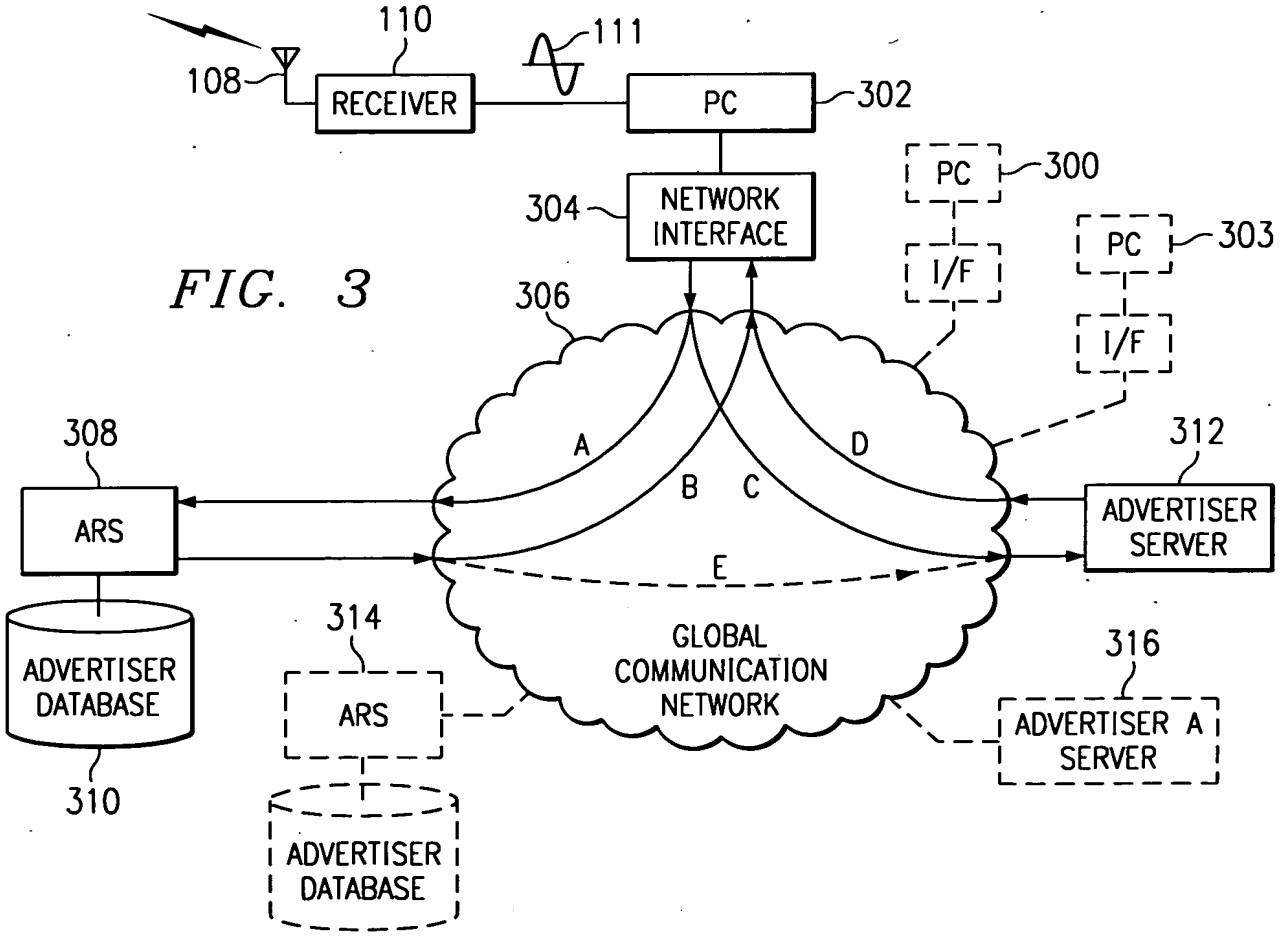


FIG. 3

PATH A: SOURCE TO ARS

FIG. 4a

PATH B: ARS TO SOURCE

FIG. 4b

PATH C: SOURCE TO ADVERTISER

FIG. 4c

PATH D: ADVERTISER TO SOURCE

FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

FIG. 4e

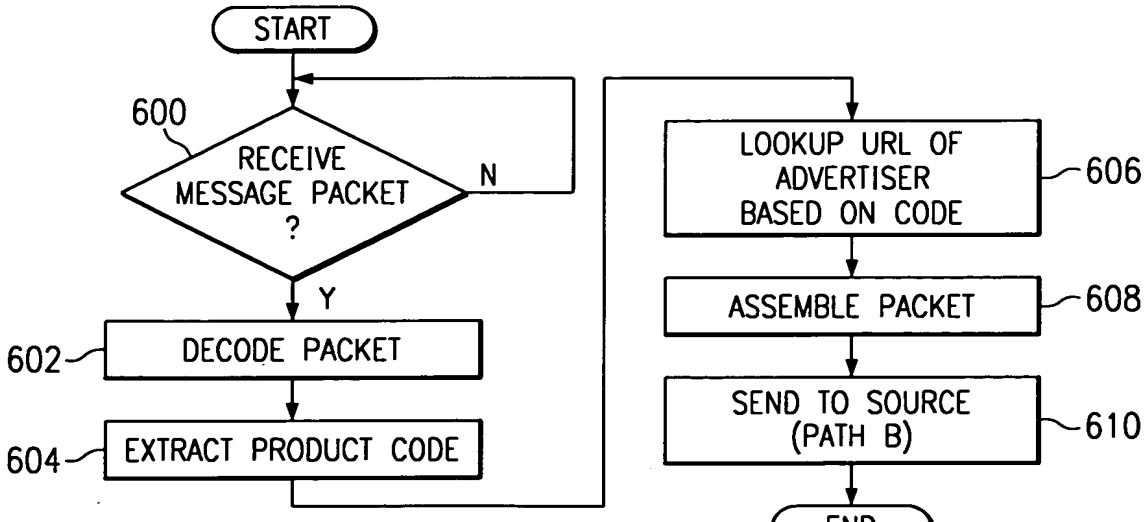


FIG. 6

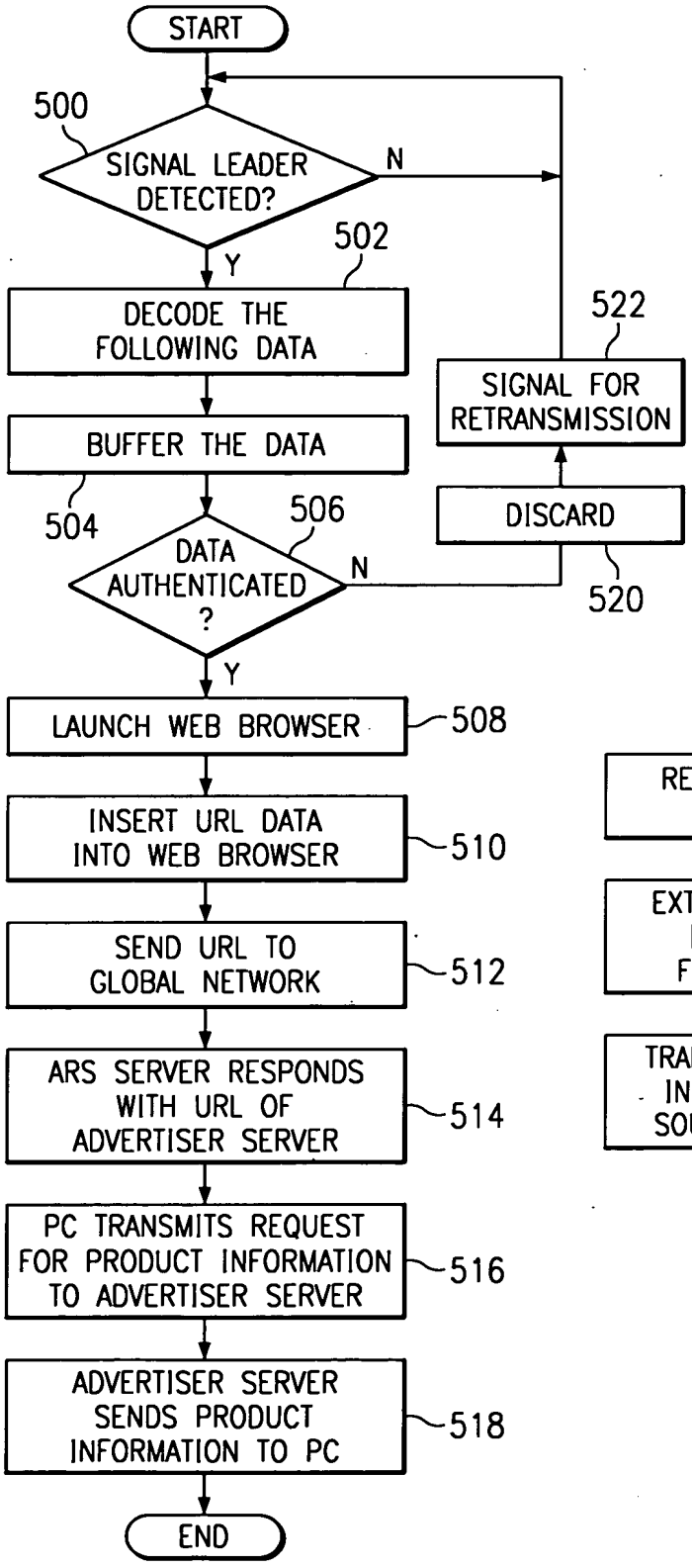

START
500
SIGNAL LEADER DETECTED?
N
Y
502
DECODE THE FOLLOWING DATA
BUFFER THE DATA
504
506
DATA AUTHENTICATED ?
N
Y
522
SIGNAL FOR RETRANSMISSION
DISCARD
520
LAUNCH WEB BROWSER
508
INSERT URL DATA INTO WEB BROWSER
510
SEND URL TO GLOBAL NETWORK
512
ARS SERVER RESPONDS WITH URL OF ADVERTISER SERVER
514
PC TRANSMITS REQUEST FOR PRODUCT INFORMATION TO ADVERTISER SERVER
516
ADVERTISER SERVER SENDS PRODUCT INFORMATION TO PC
518
END

FIG. 5

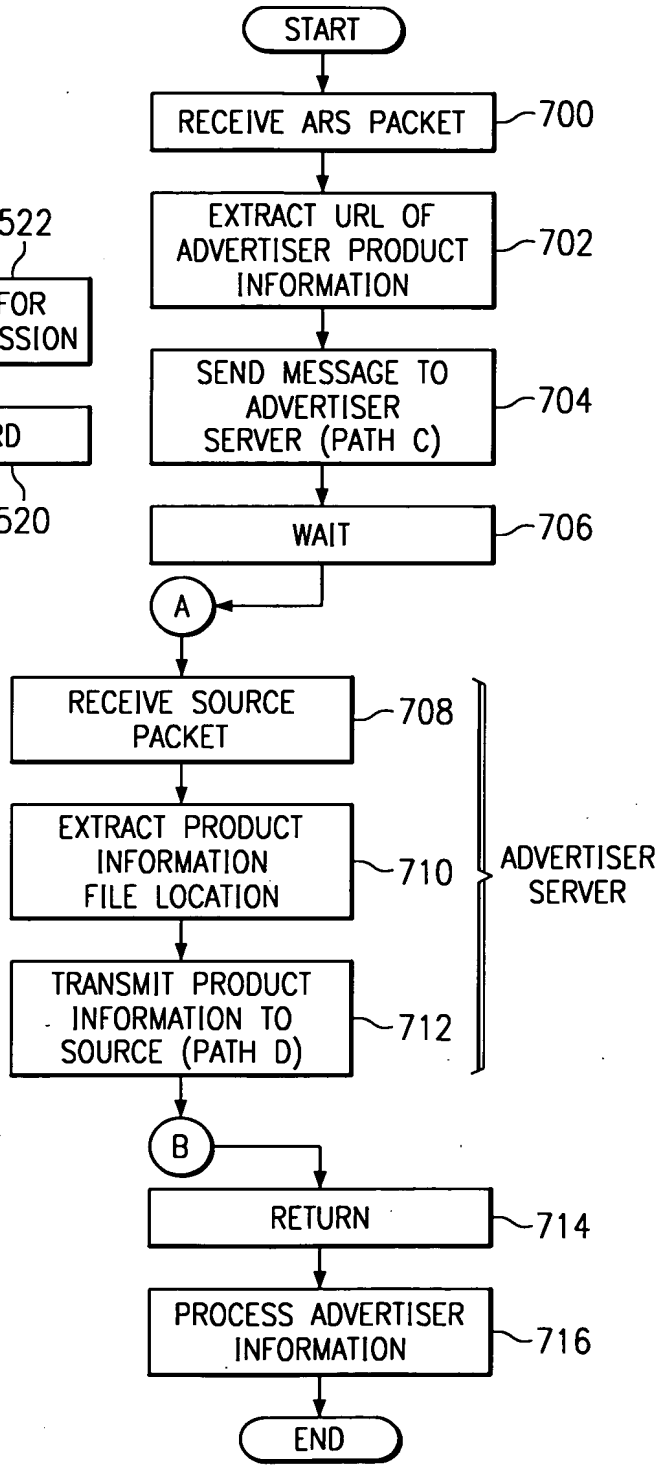

START
RECEIVE ARS PACKET
700
EXTRACT URL OF ADVERTISER PRODUCT INFORMATION
702
SEND MESSAGE TO ADVERTISER SERVER (PATH C)
704
WAIT
706
A
RECEIVE SOURCE PACKET
708
EXTRACT PRODUCT INFORMATION FILE LOCATION
710
TRANSMIT PRODUCT INFORMATION TO SOURCE (PATH D)
712
ADVERTISER SERVER
B
RETURN
714
PROCESS ADVERTISER INFORMATION
716
END

FIG. 7

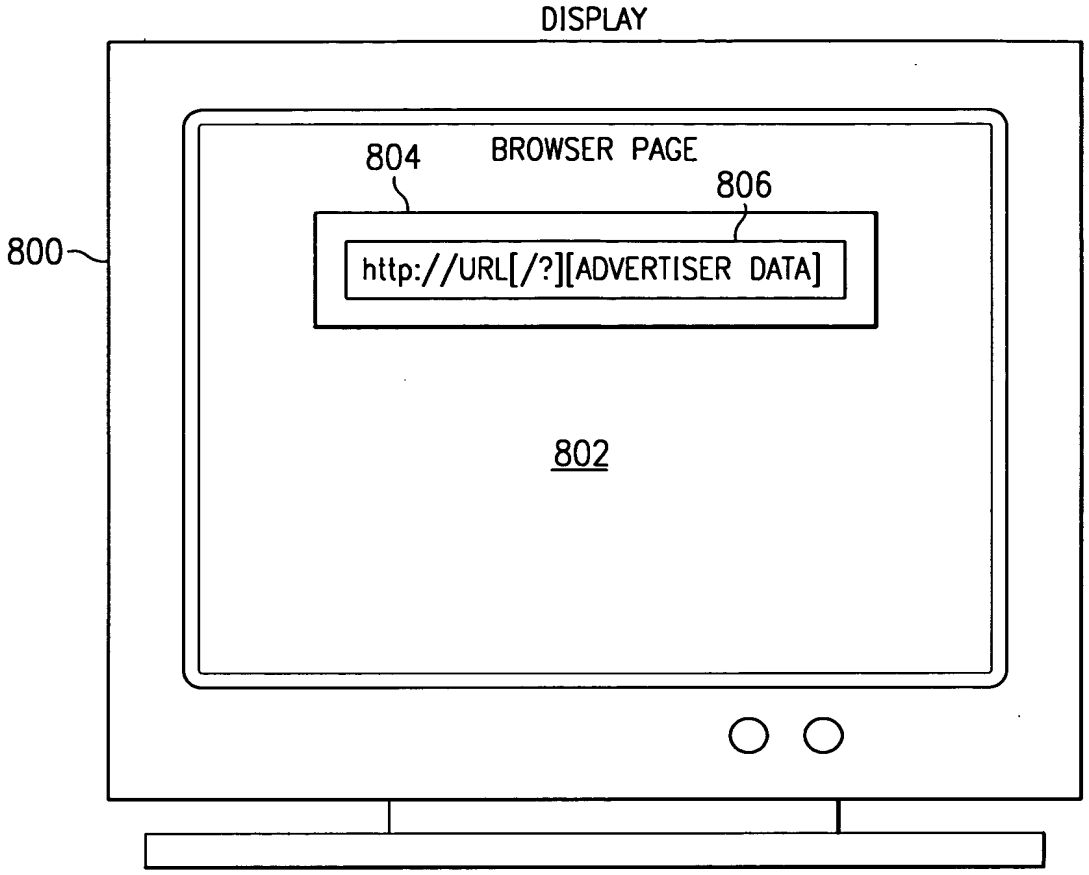

DISPLAY
800
BROWSER PAGE
804
806
http://URL[/?][ADVERTISER DATA]
802
808
URL/ADVERTISER DATA
[Ctrl-O][http://][URL][/?][variable][↵]
OPEN PAGE
USE HYPERTEXT PROTOCOL
URL OF ARS
ALLOW VARIABLE APPENDING
APPENDED VARIABLE (e.g., UPC CODE)
CARRIAGE RETURN - TRANSMIT DATA

FIG. 8

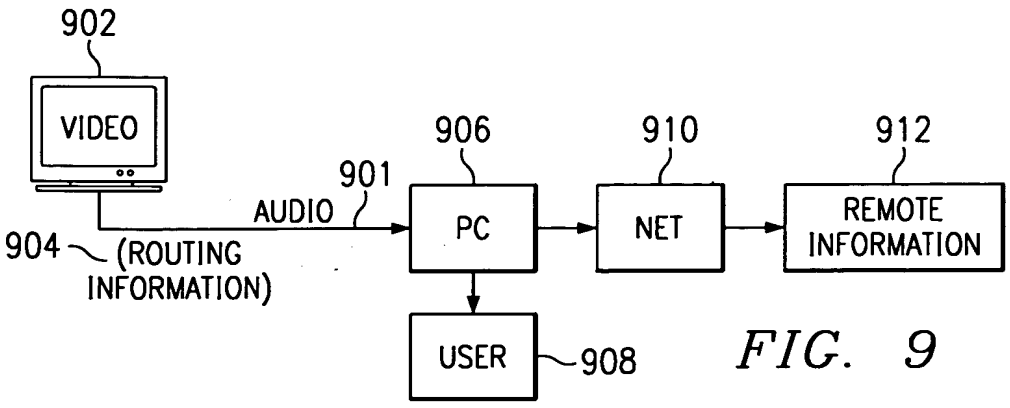

902
VIDEO
906
910
912
901
AUDIO
PC
NET
REMOTE INFORMATION
904
(ROUTING INFORMATION)
USER
908

FIG. 9

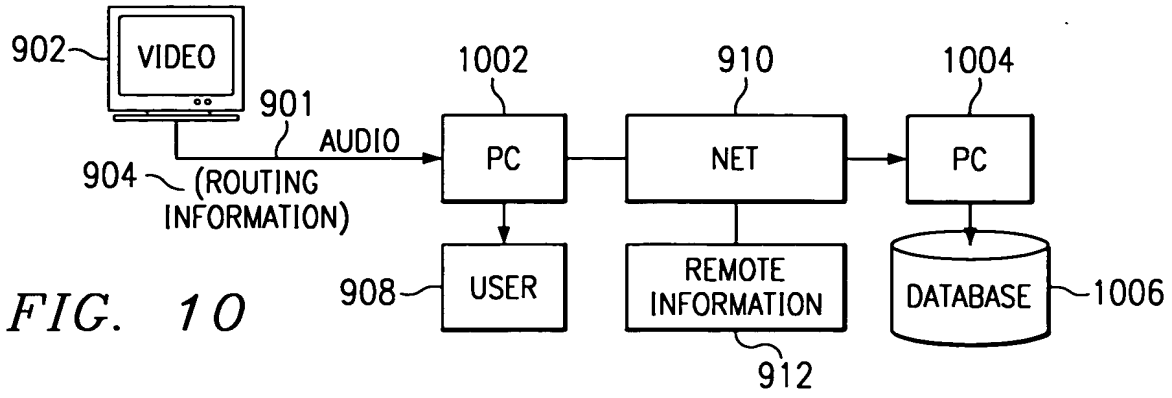


FIG. 10

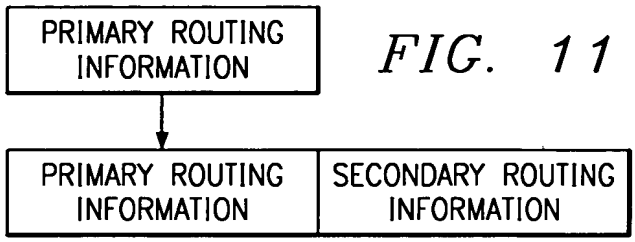


FIG. 11

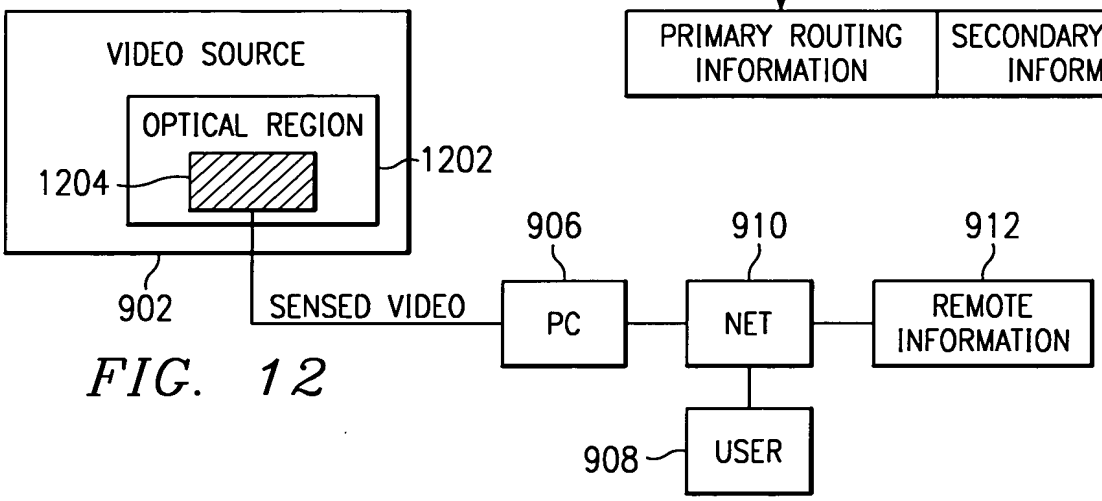


FIG. 12

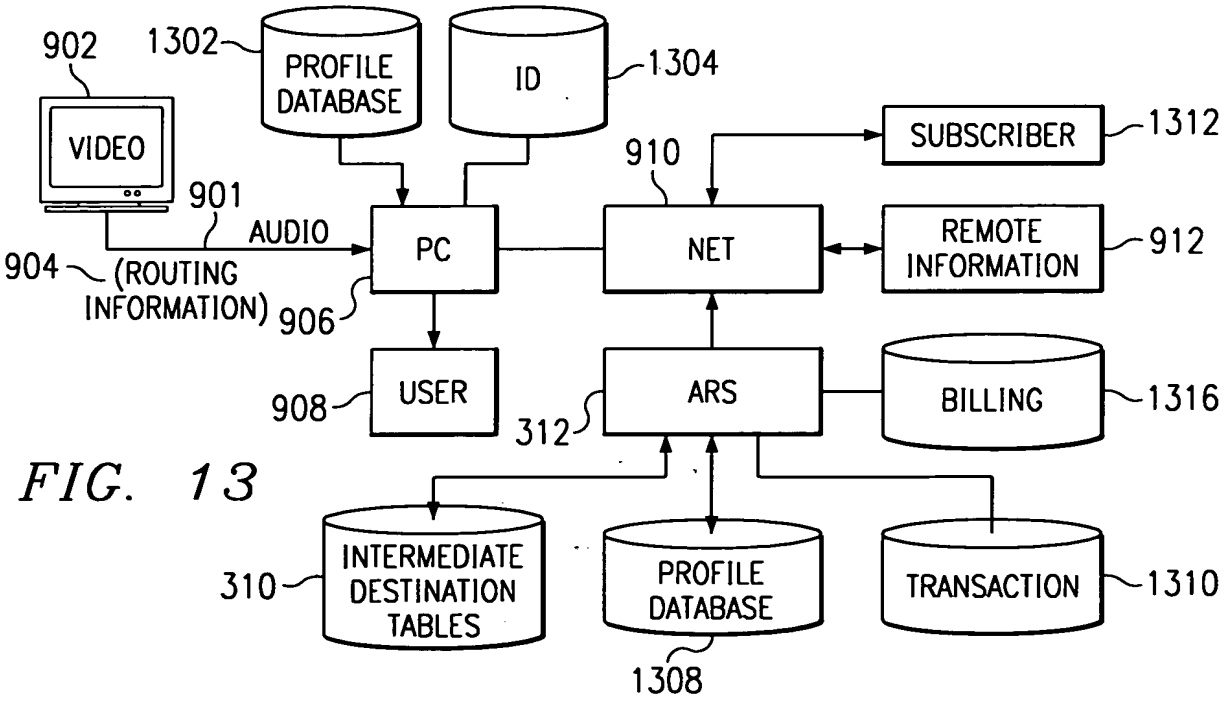


FIG. 13

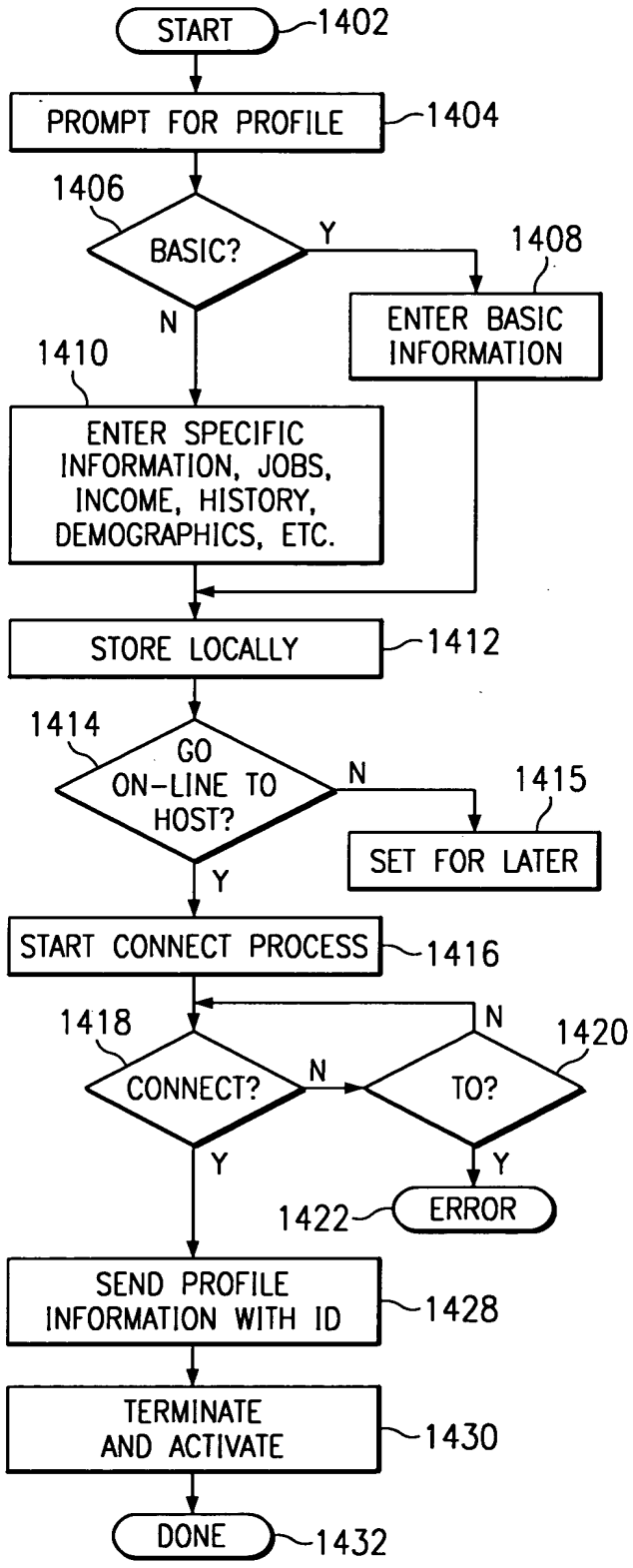

START
1402
PROMPT FOR PROFILE
1404
1406
BASIC?
Y
1408
ENTER BASIC INFORMATION
N
1410
ENTER SPECIFIC INFORMATION, JOBS, INCOME, HISTORY, DEMOGRAPHICS, ETC.
STORE LOCALLY
1412
1414
GO ON-LINE TO HOST?
N
1415
SET FOR LATER
Y
START CONNECT PROCESS
1416
1418
CONNECT?
N
TO?
1420
N
Y
Y
1422
ERROR
SEND PROFILE INFORMATION WITH ID
1428
TERMINATE AND ACTIVATE
1430
DONE
1432

FIG. 14

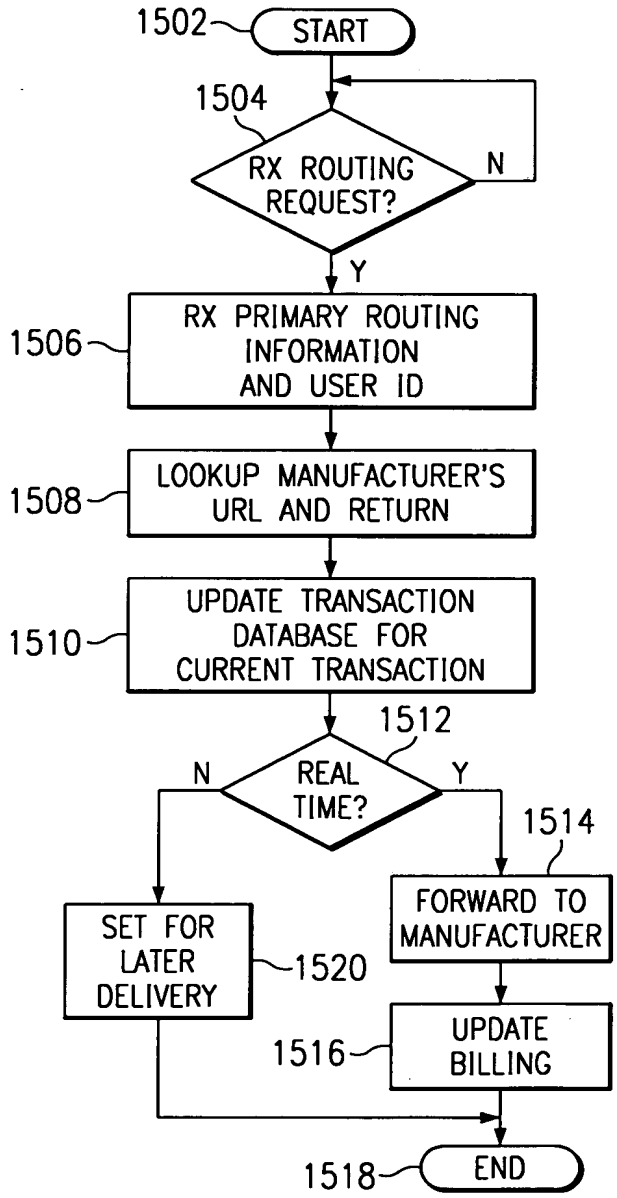

1502
START
1504
RX ROUTING REQUEST?
N
Y
1506
RX PRIMARY ROUTING INFORMATION AND USER ID
1508
LOOKUP MANUFACTURER'S URL AND RETURN
1510
UPDATE TRANSACTION DATABASE FOR CURRENT TRANSACTION
1512
REAL TIME?
N
Y
1514
FORWARD TO MANUFACTURER
SET FOR LATER DELIVERY
1520
1516
UPDATE BILLING
1518
END

FIG. 15

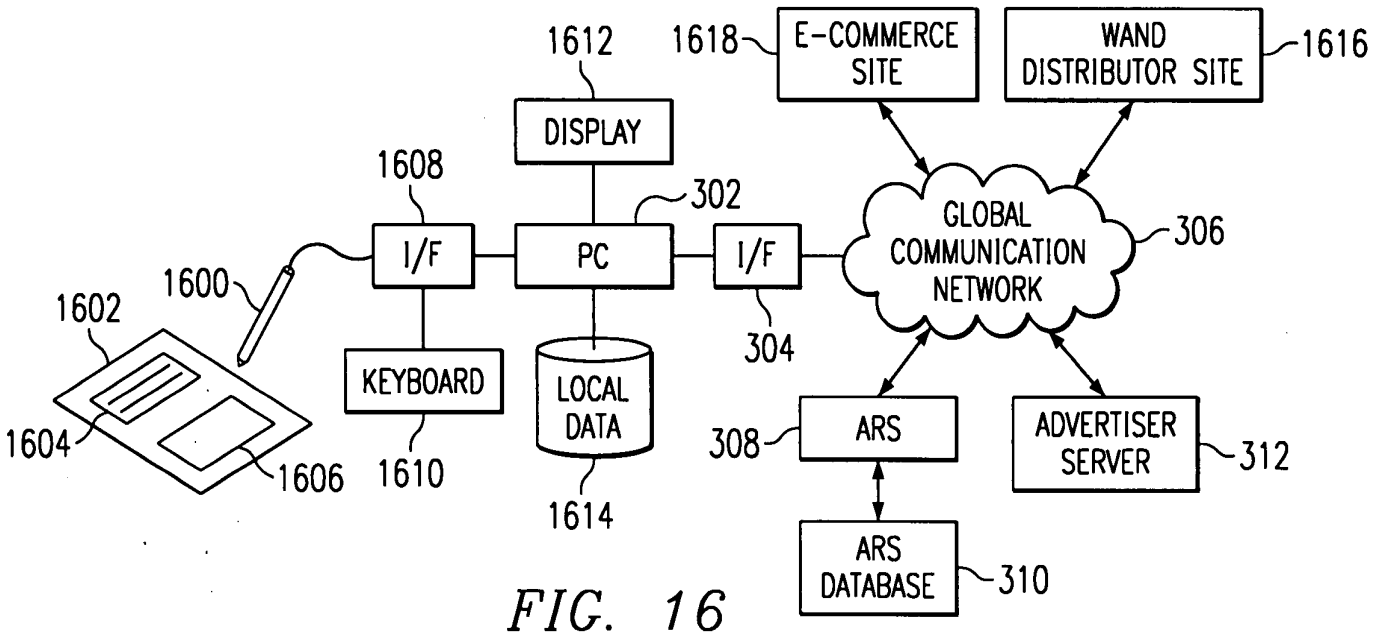


FIG. 16

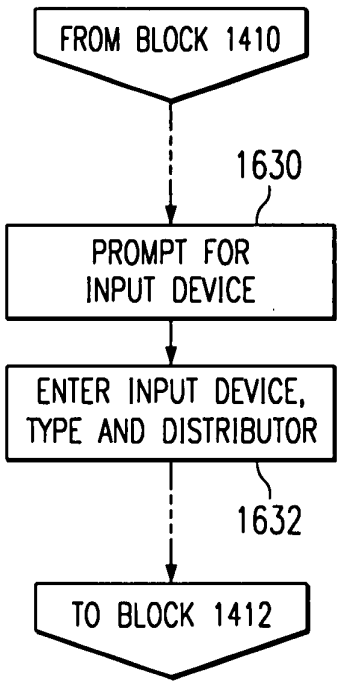


FIG. 16a

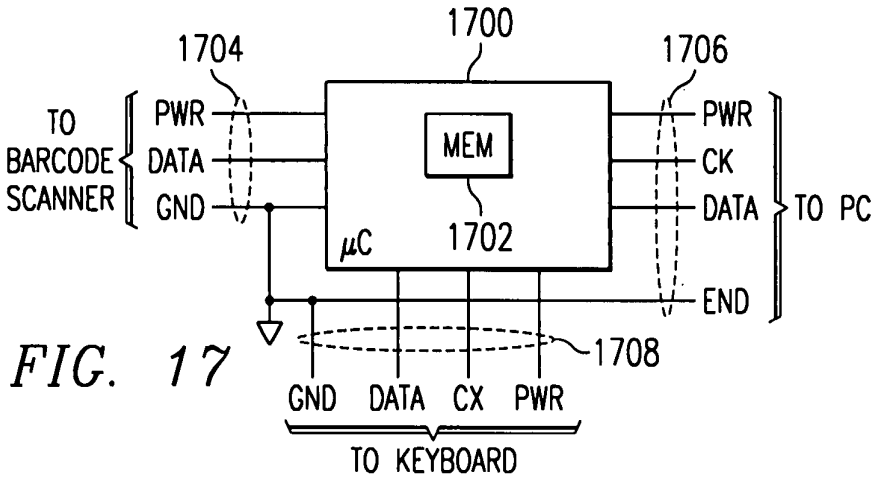


FIG. 17

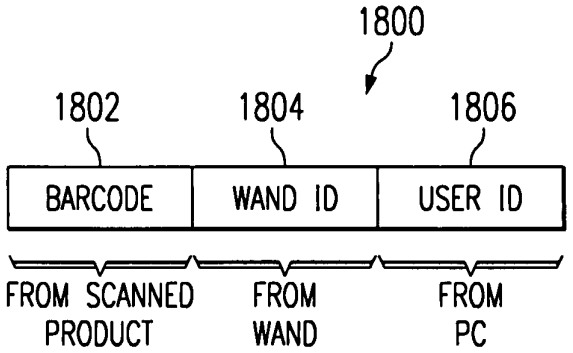
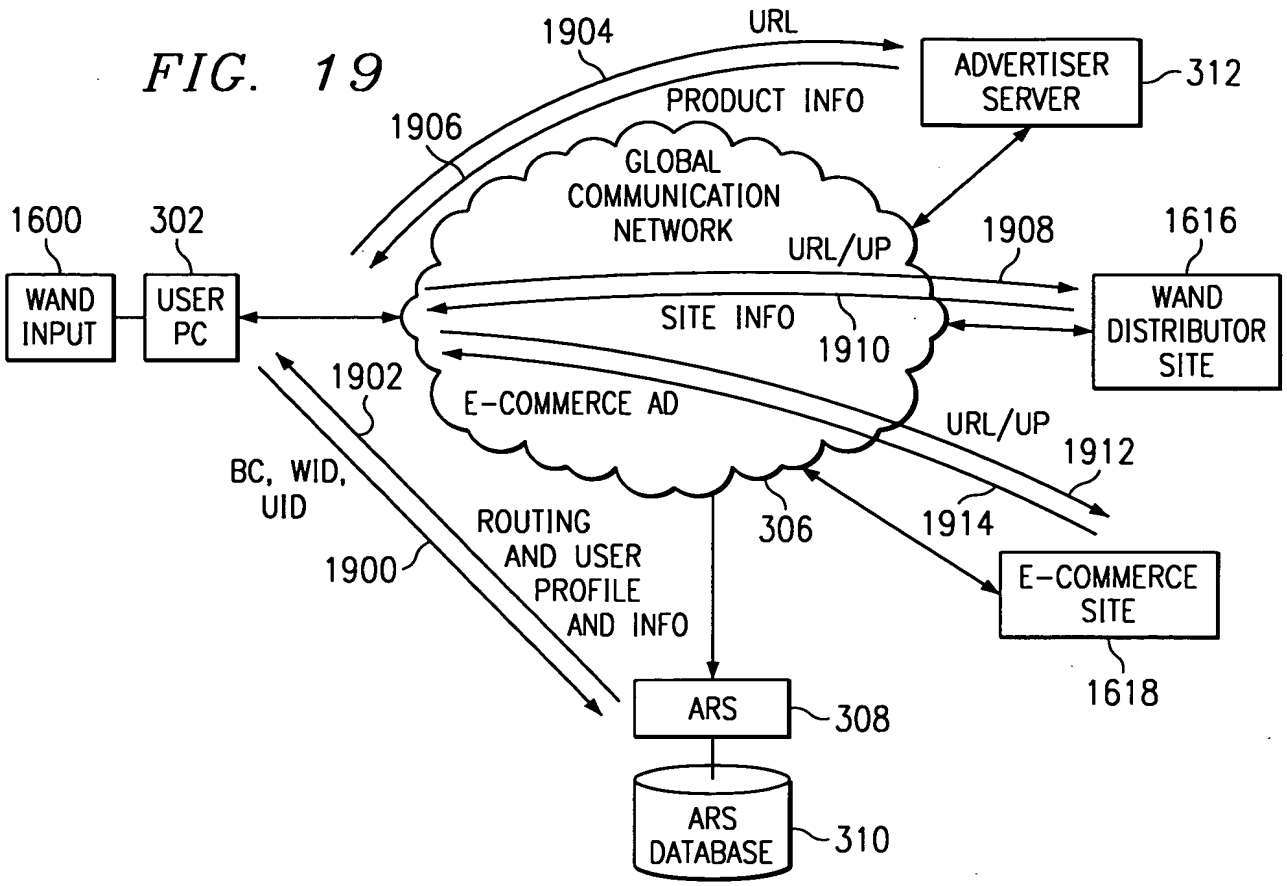


FIG. 18

09/382,421
PHLY-24,740
7 of 10

FIG. 19



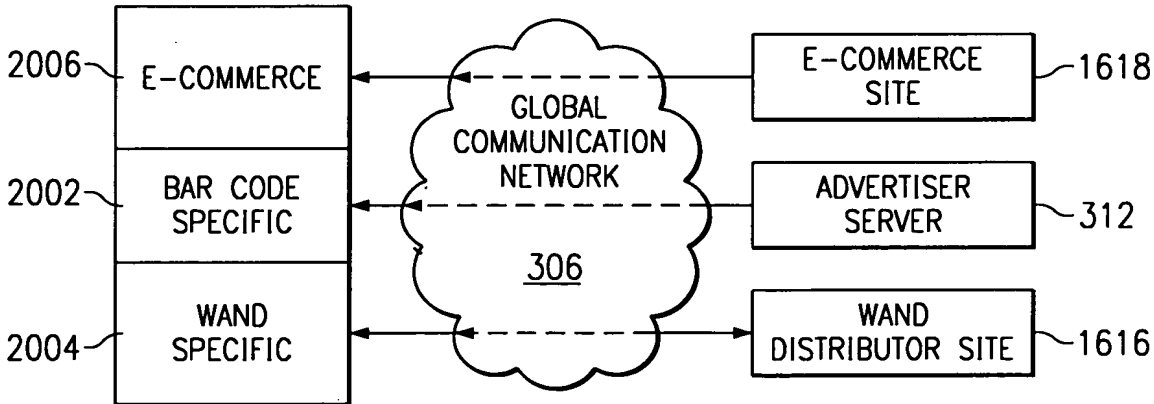


FIG. 20

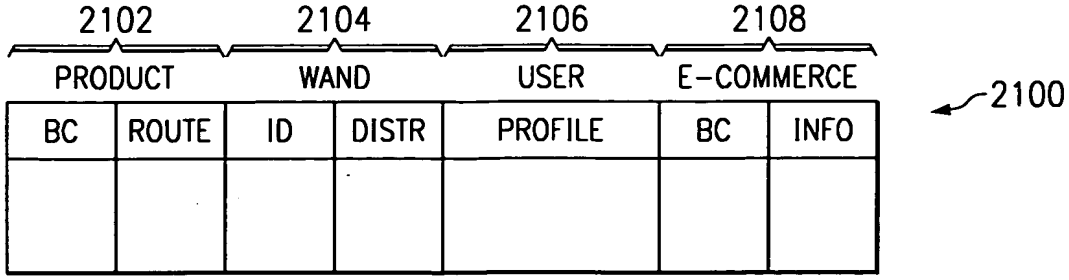


FIG. 21

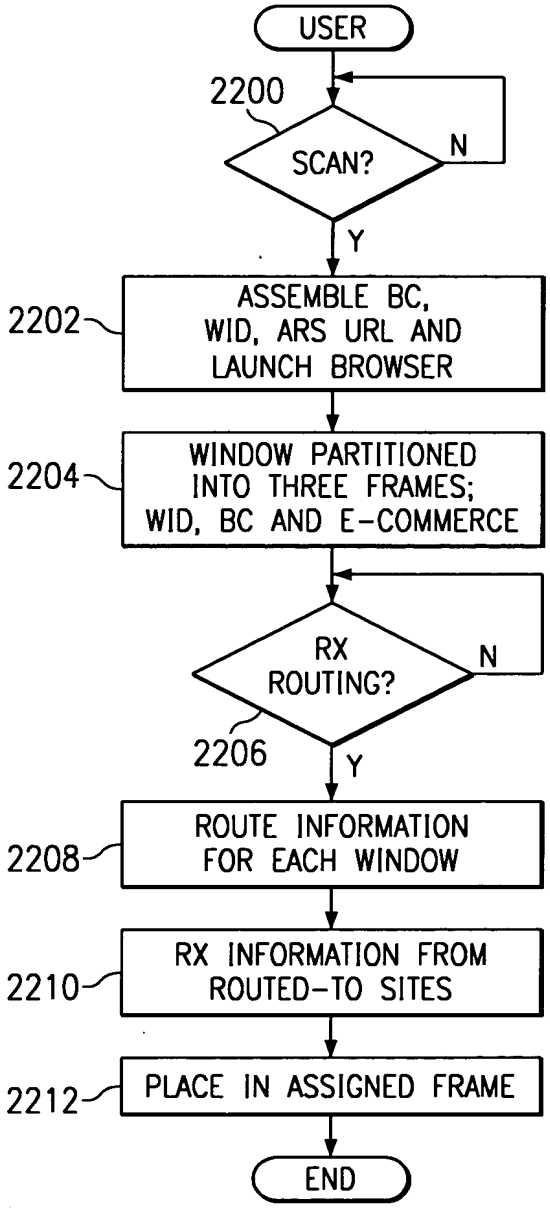

USER
2200
SCAN?
N
Y
2202
ASSEMBLE BC, WID, ARS URL AND LAUNCH BROWSER
2204
WINDOW PARTITIONED INTO THREE FRAMES; WID, BC AND E-COMMERCE
RX ROUTING?
N
2206
Y
2208
ROUTE INFORMATION FOR EACH WINDOW
2210
RX INFORMATION FROM ROUTED-TO SITES
2212
PLACE IN ASSIGNED FRAME
END

FIG. 22

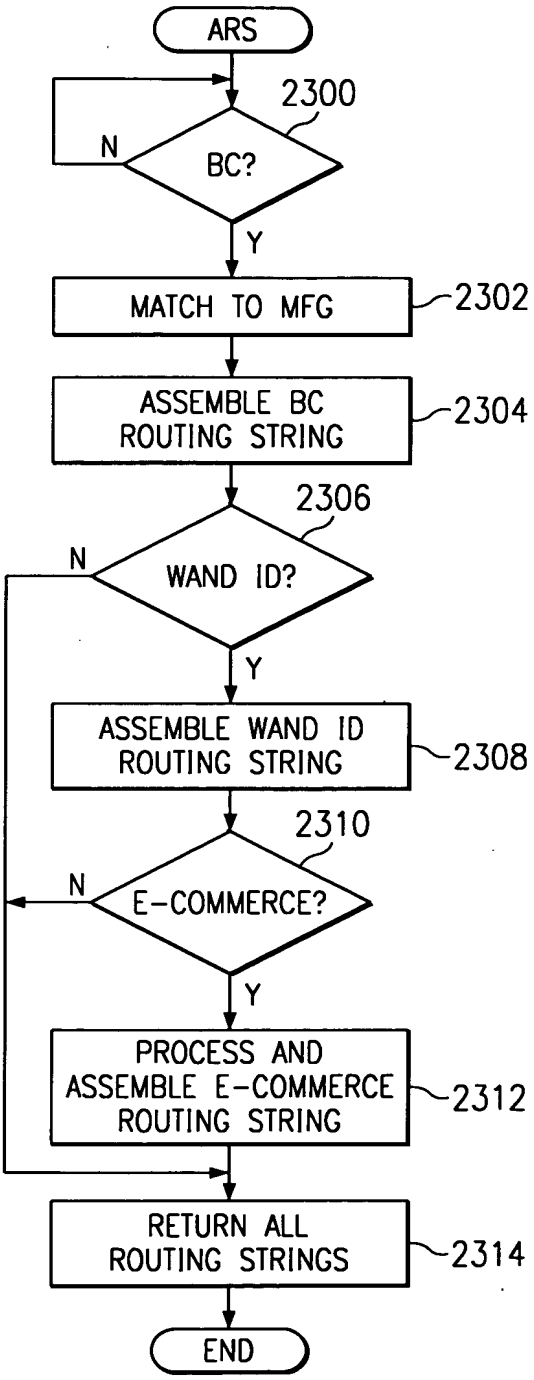

ARS
2300
N
BC?
Y
MATCH TO MFG
2302
ASSEMBLE BC ROUTING STRING
2304
2306
N
WAND ID?
Y
ASSEMBLE WAND ID ROUTING STRING
2308
2310
N
E-COMMERCE?
Y
PROCESS AND ASSEMBLE E-COMMERCE ROUTING STRING
2312
RETURN ALL ROUTING STRINGS
2314
END

FIG. 23

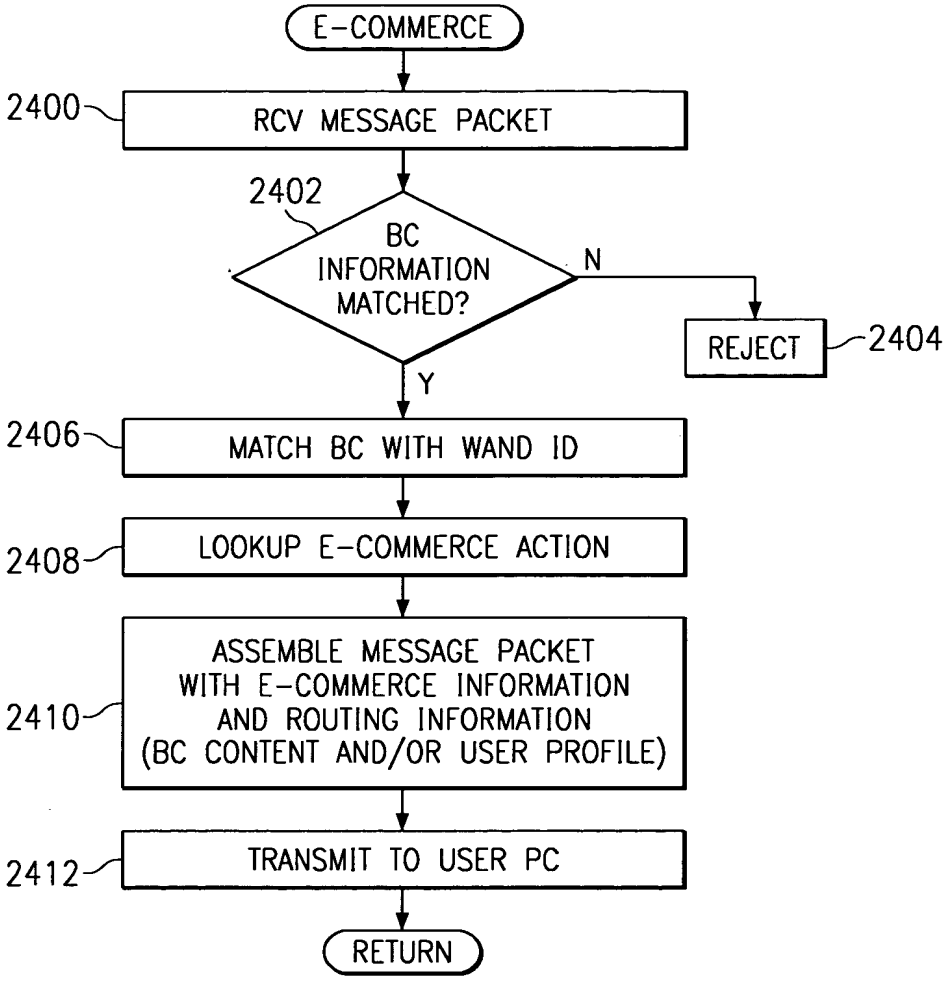


FIG. 24

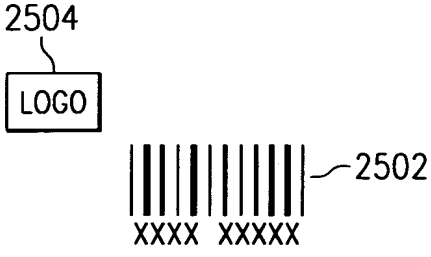


FIG. 25a

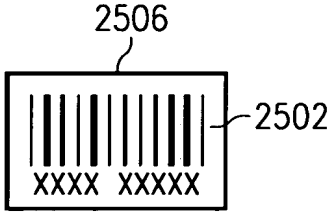


FIG. 25b